

Supervisor Summer Splash Preliminary Program

Friday, August 1, 2003

10:30 a.m. - 2:30 p.m.

Registration & Ticket Sales - Lobby

11:30 a.m. - 12:15 p.m.

Welcome & Lunch - Melodeon Hall

Welcome & Invocation: Sherman Bryant, Indiana Association of Soil and Water Conservation Districts

12:15 - 2:30 p.m.

General Session I: "Non-Traditional Selling in a Traditional World"

Melodeon Hall

Regularly SWCDs face the challenge of operating with less and less, while meeting more and more demands from communities. As soil and water conservation districts of Indiana's 92 counties, are we marketing Districts to communities and the State traditional or non-traditionally? Krish Dhanam will challenge Districts to face communities' changes and motivate each of you, as representatives of soil and water conservation, to become 24-hour champions for State resources through "*non-traditional selling in a traditional world.*"

Speaker: Krish Dhanam, Ziglar Training Systems

Presider: Paul Ehret, Indiana Department of Natural Resources

Remember to register on or before June 28, to avoid the \$20 late fee.

Overnight room reservations are due by June 30.

11:30 - 12 p.m.
Break & Lodge Check-Out

12 - 1 p.m.

Lunch & Farewell (Evaluations and Door Prizes)
Don't miss this opportunity to walk away from the Supervisor Summer Splash 2003 with one of four Brown County gift baskets. These one-of-a-kind gift baskets will be awarded only to participants who have completed and turned in an evaluation *and* are present at Saturday's lunch. Take home an assortment of Indiana agricultural products as well as a few Brown County delicacies.
President & Invocation: Gene Weaver, Indiana Association of Soil and Water Conservation Districts

1:15 - 1:30 p.m.
Break

3 - 6 p.m.

Splash Tour - Meet at Abe Martin Lodge Entrance
Embarking on a tour exploring Brown County's management of natural resources, the Splash 2003 Tour will include stops at Hitz-Rhodelhamel Woods and Yellowwood State Forest.
Tour Guides: Jerod Chew, DNR DSC and Cathy Paradise, Brown County SWCD

6:30 - 7:30 p.m.

Hog Roast & "Family Reunion String Band"- Backlawn, Abe Martin Lodge
(rain location: Melodeon Hall)
With 27 years experience playing in the Indiana State Fair's Pioneer Building, the Family Reunion String Band will provide a backdrop of traditional, country, gospel, and even a few contemporary tunes as we feast on the tantalizing tastes of an Indiana hog roast!
President & Invocation: Jim Droege, Indiana Association of Soil and Water Conservation Districts

Saturday, August 2, 2003

7 - 8 a.m.

Breakfast - Melodeon Hall

Presider & Invocation: Ray Chattin, Indiana Association of Soil and Water Conservation Districts

7 - 11 a.m.

Registration & Ticket Sales - Lobby

8:15 - 8:45 a.m.

General Session II: "Cultivating the Seeds of Change" - Melodeon Hall

In community groups we often fail to follow the blueprint for success: each member employs their skills to the best of their ability. Instead, we expect everyone to be on the "same page" or to "fall in line". Through modeling and teaching, we'll acquire the skills and self-knowledge needed to utilize individual inner strengths.

Speaker: TBA

Presider: Pete Hippensteel, State Soil Conservation Board

8:30 - 11 a.m.

Spouse and Children's Activities

Explore more than 12 miles of Brown County State Park trails, relax in the saddle as your stead walks along a bridle trail, sit along side an olympic size pool, or stroll along the streets of Nashville. For more information on any of these on-your-own activities, visit the Lodge's front desk.

8:45 - 9 a.m.

Break

9 - 11:30 a.m.

General Session III: "Who's the Customer and Why Should They Buy" - Melodeon Hall

One of the first principles of persuasion is to know whom it is that you're trying to persuade. We'll learn some simple techniques for better identifying those segments of the population that we want to reach. More importantly, we'll gain a better understanding of how and why it takes "different strokes for different folks."

Then we'll actually practice the mechanics of approaching and interacting with both the general public and individuals. In selling the conservation ethic, as with anything, how you're perceived has everything to do with how well you can persuade. All of us can improve our people skills by applying these few easy to learn techniques.

In the end, we will also deal with the motivation that makes our efforts worthwhile. Our goal is to better understand how to awaken this same motivation in others.

Speaker: Randy Frazier, Frazier Communications, Inc.

Presider: Harry Nikides, DNR Division of Soil Conservation